



WWAY-TV, LLC  
615 North Front Street  
Wilmington, NC 28401

National Media  
815 Slaters Lane  
Alexandria, VA 22314

## Contract # 157046

**Schedule Dates** 09/27/16-10/03/16  
**Advertiser** NRSC/Burr (14321)  
**Agency** National Media (1089)  
**Product** Political (1176)  
**Brand** 475-894-6960 (44792)  
**Salesperson** Millenium- Washington, - (1010)  
**Sales Office** Millenium - Washington  
**Buyer Name**  
**Phone/Fax** /  
**CPE** 475/894/7968  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** NC  
Separation: 30

**Date Entered** 06/09/16  
**Last Modified** 09/23/16  
**Entered By** Sloane Long  
**CO-OP** No  
**Headline #** ECR25189378  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$429.00  
**Net Total** \$2,431.00  
**Sales Tax**

**WWAY (WWAY)**  
**By Broadcast Month**  

Month	Spots	Rate
Oct. 2016	16	\$2,860.00
<b>Grand Total:</b>	<b>16</b>	<b>\$2,860.00</b>

## CONFIRMATION CONTRACT

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/03/16-10/03/16	3	:30	8P- 10P (EST)	1	X							1	\$450.00	\$450.00	WWAY (WWAY)	Dancing	6/9/16
2.0	Normal Line / SPOT	09/28/16-09/28/16	3	:30	8P- 8:30P (EST)	1		X						1	\$400.00	\$400.00	WWAY (WWAY)	Goldberg's	6/9/16
2.1	Normal Line / SPOT	09/28/16-09/28/16	3	:30	8P- 8:30P (EST)	1			X					1	\$240.00	\$240.00	WWAY (WWAY)	GD MRN AMR-ABC<	6/9/16
3.0	Normal Line / SPOT	09/27/16-09/27/16	3	:30	7A- 9A (EST)	1		X						1	\$240.00	\$240.00	WWAY (WWAY)	GD MRN AMR-ABC<	6/9/16
4.0	Normal Line / SPOT	09/29/16-09/29/16	3	:30	7A- 9A (EST)	1			X					1	\$240.00	\$240.00	WWAY (WWAY)	GD MRN AMR-ABC<	6/9/16
5.0	Normal Line / SPOT	09/30/16-09/30/16	3	:30	7A- 9A (EST)	1				X				1	\$240.00	\$240.00	WWAY (WWAY)	GD MRN AMR-ABC<	6/9/16
6.0	Normal Line / SPOT	10/01/16-10/01/16	3	:30	8A- 9A (EST)	1					X			1	\$60.00	\$60.00	WWAY (WWAY)	GD MRN-SAT-ABC	6/9/16
7.0	Normal Line / SPOT	10/02/16-10/02/16	3	:30	9A- 10A (EST)	1						X		1	\$40.00	\$40.00	WWAY (WWAY)	THIS WEEK-ABC	6/9/16
8.0	Normal Line / SPOT	10/02/16-10/02/16	3	:30	6:30P- 7P (EST)	1						X		1	\$90.00	\$90.00	WWAY (WWAY)	ABC NWS-SUN	6/9/16
9.0	Normal Line / SPOT	10/02/16-10/02/16	3	:30	6P- 6:30P (EST)	1							X	1	\$90.00	\$90.00	WWAY (WWAY)	NWS CHNNL3-6P	6/9/16
10.0	Normal Line / SPOT	09/29/16-09/29/16	3	:30	6:30P- 7P (EST)	1			X					1	\$180.00	\$180.00	WWAY (WWAY)	ABC-WORLD NWS	6/9/16
11.0	Normal Line / SPOT	10/03/16-10/03/16	3	:30	6P- 6:30P (EST)	1	X							1	\$200.00	\$200.00	WWAY (WWAY)	NEWS CHNNL 3-6	6/9/16
12.0	Normal Line / SPOT	09/28/16-09/28/16	3	:30	5:30P- 6P (EST)	1		X						1	\$150.00	\$150.00	WWAY (WWAY)	ERLY NW-WMNGTN	6/9/16

Accepted-Agency/Advertiser:

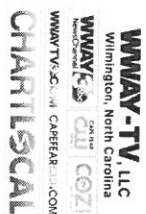
Date:

Accepted-Station:

Date:

Comments:

WWAY does not discriminate in the sale of advertising time, and will reject any advertising with the intent to discriminate on the basis of race, gender or ethnicity. Advertiser certifies it is not buying this time for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry.



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Sales Office Millennium - Washington  
Buyer Name /  
Phone/Fax 475/894/7968  
CPE National/Political  
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Billing Type NC  
Comments Separation: 30

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Entered By Sloane Long  
CO-OP No  
Headline # ECR25189378  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$429.00  
Net Total \$2,431.00  
Sales Tax

WWAY (WWAY)  
By Broadcast Month Spots Rate  
Oct. 2016 16 \$2,860.00  
Grand Total: 16 \$2,860.00

## CONFIRMATION CONTRACT

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13.0	Normal Line / SPOT	10/02/16-10/02/16	3	:30	11P-11:30P (EST)	1							X	1	\$120.00	\$120.00	WWAY (WWAY)	Su 11p news	6/9/16
14.0	Normal Line / SPOT	09/27/16-09/27/16	3	:30	11P-11:35P (EST)	1		X						1	\$120.00	\$120.00	WWAY (WWAY)	NEWS CHNNL3-11<	6/9/16
15.0	Normal Line / SPOT	09/29/16-09/29/16	3	:30	11P-11:35P (EST)	1				X				1	\$120.00	\$120.00	WWAY (WWAY)	NEWS CHNNL3-11<	6/9/16
16.0	Normal Line / SPOT	10/03/16-10/03/16	3	:30	11P-11:35P (EST)	1	X							1	\$120.00	\$120.00	WWAY (WWAY)	NEWS CHNNL3-11<	6/9/16

WWAY does not discriminate in the sale of advertising time, and will reject any advertising with the intent to discriminate on the basis of race, gender or ethnicity. Advertiser certifies it is not buying this time for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry.

# KATZ TELEVISION GROUP

125 West 55th St  
New York, NY 10019

<b>Contract #</b> 25189378		<b>Changes as of:</b> 9/23/2016 at 8:30 AM		<b>Version:</b> Highlighting Revision 2	
<b>CPE:</b> 475/894/7968		<b>Flight:</b> 9/27/16 - 10/3/16		<b>Station:</b> WWAY	
<b>Agency:</b> NATIONAL MEDIA RESEARCH PLANNING		<b>Advertiser:</b> NRSC/Burr		<b>Market:</b> Wilmington, NC	
<b>815 SLATERS LANE</b>		<b>Product:</b> NC		<b>Office:</b> WASHINGTON	
<b>ALEXANDRIA, VA</b>		<b>Agency Order #:</b> 5111529		<b>Primary Demo:</b> Adults 35-64	
<b>22314</b>		<b>Buyer:</b> MediaAssistant, NMRPP		<b>Traffic #:</b> 157046	
<b>Salesperson:</b> CHRISTIAN CAMBEIRO		<b>Con Type:</b> POLITICAL/VOTE		<b>Total CPE:</b> \$67.77	
<b>202-955-5342</b>		<b>Assistant:</b> CHRISTIAN CAMBEIRO		<b>Total GRP:</b> 42.2	
<b>Comments:</b> PER EMAIL PLS SEE ADV / EST CHANGE		<b>Separation:</b>		<b>Total Spots:</b> 16	
<b>TTL REMAINS</b>		<b>PLS CF - THANKS</b>		<b>Total Spots:</b> 16	

#	Day/Time	DP	Program	Rate	A3564 Rating	Len	9/27 - 10/3							Total Spots	Total \$	CPP	GRP
							9/27	9/28	9/29	9/30	10/1	10/2	10/3				
1	M 8p-10p		Dancing	\$450.00	6.0	30	0	0	0	0	0	0	1	1	\$450.00	\$75.00	6.0
2	W 8p-8:30p		GOLDBERGS	\$400.00	4.6	30	0	1	0	0	0	0	0	1	\$400.00	\$86.96	4.6
3	Tu-F 7a-9a		GD MRN AMR-ABC<	\$240.00	3.0	30	1	0	1	1	0	0	0	3	\$720.00	\$80.00	9.0
4	Sa 8a-9a		GD MRN-SAT-ABC	\$60.00	1.7	30	0	0	0	0	1	0	0	1	\$60.00	\$35.29	1.7
5	Su 9a-10a		THIS WEEK-ABC	\$40.00	1.0	30	0	0	0	0	0	1	0	1	\$40.00	\$40.00	1.0
6	Su 6:30p-7p		ABC NWS-SUN	\$90.00	2.5	30	0	0	0	0	0	1	0	1	\$90.00	\$36.00	2.5
7	Su 6p-6:30p		NWS CHNNL3-6P	\$90.00	2.2	30	0	0	0	0	0	1	0	1	\$90.00	\$40.91	2.2
8	Tu-F 6:30p-7p		ABC-WORLD NWS	\$180.00	3.5	30	0	0	1	0	0	0	0	1	\$180.00	\$51.43	3.5
9	Tu-F 6p-6:30p		NEWS CHNNL 3-6	\$200.00	2.8	30	0	0	0	0	0	0	1	1	\$200.00	\$71.43	2.8
10	Tu-F 5:30p-6p		ERLY NW-WMNGTN	\$150.00	2.0	30	0	1	0	0	0	0	0	1	\$150.00	\$75.00	2.0
11	Su 11p-11:30p		Su 11p news	\$120.00	2.7	30	0	0	0	0	0	1	0	1	\$120.00	\$44.44	2.7
12	Tu-F 11p-11:35p		NEWS CHNNL3-11<	\$120.00	1.4	30	1	0	1	0	0	0	1	3	\$360.00	\$85.71	4.2
<b>TOTALS:</b>							<b>2</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>1</b>	<b>4</b>	<b>3</b>	<b>16</b>	<b>\$2,860.00</b>	<b>\$67.77</b>	<b>42.2</b>



125 West 55th St  
New York, NY 10019

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<b>CPE:</b> 475/894/7968	<b>Flight:</b> 9/27/16 - 10/3/16	<b>Total \$:</b> \$2,860.00
<b>Agency:</b> NATIONAL MEDIA RESEARCH PLANNING	<b>Advertiser:</b> NRSC/Burr	<b>Station:</b> WWAY
815 SLATERS LANE ALEXANDRIA, VA 22314	<b>Product:</b> NC	<b>Market:</b> Wilmington, NC
<b>Agency Order #:</b> 5111529	<b>Buyer:</b> MediaAssistant, NMRPP	<b>Primary Demo:</b> Adults 35-64
<b>Salesperson:</b> CHRISTIAN CAMBEIRO 202-955-5342	<b>Con Type:</b> POLITICAL/VOTE	<b>Total CPP:</b> \$67.77
	<b>Assistant:</b> CHRISTIAN CAMBEIRO 202-955-5342	<b>Traffic #:</b> 157046
	<b>Separation:</b>	<b>Total GRP:</b> 42.2

Special Instructions	
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Date/Time	Added by	Comment	Order Level Comments
09/23/16 8:30 AM	CHRISTIAN CAMBEIRO	PER EMAIL PLS SEE ADV / EST CHANGE	
09/21/16 9:46 AM	CHRISTIAN CAMBEIRO	TTL REMAINS PLS CF - THANKS	
09/21/16 9:33 AM	CHRISTIAN CAMBEIRO	LN 2 PRG REV PLS CF - THANKS	
06/09/16 9:21 AM	CHRISTIAN CAMBEIRO	Christian, Line 2 NA. Schedule change. Is now Goldberg's. Can stay in TP at rate. Middle not airing that week.	

Competitive Information			
Market Budget:	\$19,000		
WWAY Share:	15%		
Comment:			
WECT:	62%		
WILM:	14%		
WSFX:	9%		

Daypart Summary			
Day/Time	% Distrib	Spots	Dollars
	100%	16	\$2,860.00
<b>Total</b>	<b>100%</b>	<b>16</b>	<b>\$2,860.00</b>

Monthly Summary		
Month	Spots	Dollars
2016-Oct	16	\$2,860.00
<b>Total</b>	<b>16</b>	<b>\$2,860.00</b>

Transaction History						
Trans	Created/Received	Created by	Status	Spot#	Spot-	\$ Chg Contract \$ Comment
Revision	9/23/16 8:30 AM	CHRISTIAN CAMBEIRO	Revised			\$0 \$2,860.00 Changes: Comments from LN 2 PRG REV PLS CF - THANKS to PER EMAIL PLS SEE ADV / EST CHANGE
Revision	9/21/16 9:46 AM	CHRISTIAN CAMBEIRO	Confirmed			\$0 \$2,860.00 TTL REMAINS PLS CF - THANKS, Advertiser from Burr - Senate to NRSC/Burr, Estimate Code from 6960 to 7968.
Makegood 1	9/21/16 9:33 AM	Gary O'Halloran	Confirmed			\$0 \$2,860.00 Changes: Comments from Separation: 30 to LN 2 PRG REV PLS CF - THANKS, User Entered \$ from \$0.00 to \$2,860.00. 1 buyline added or modified.
Queued for Electronic Contracting	6/9/16 9:28 AM					\$0 \$0 Changes: Total GIMPs to 42. Total CPM from \$0.00 to \$67.772.51.
New	6/9/16 9:18 AM	CHRISTIAN CAMBEIRO	Confirmed	16		\$2,860.00 \$2,860.00

**Non-Discrimination Policy** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.